

The Marketing Plan using 'Mrs F CAB'

Remembering the name "Mrs F Cab" is a way many consultants remember to tell the marketing plan. Using those letters reminds you of main points about our opportunity; you can use it one-on-one, or you can even turn it into a game for a group, as described below! I thought this might be a good time to pass on this idea, ~~because our teams are exploding!!!!~~

contributed by Denise Jones

This is great to use at your classes or at a Business Debut. You want to give a sheet to everyone and tell them that you are going to play a game. You start with the first letter and see if anyone knows what the M stands for in Mary Kay. [This gets the game started; then you spell "Mrs F Cab" ... not that you tell them what you're spelling; it's just a guideline to keep you on track and not skip anything!] Whoever guesses gets a ticket. Whoever has the most tickets at the end of the game wins a prize. Then you will have a grand prize and whoever can guess why the consultant started her/his own Mary Kay business that person gets a prize. It is a great way to do the Marketing Plan at every appointment.

M --The money we make in Mary Kay. We make 50% of everything that we sell and we also have the opportunity to earn 4%, 9% 13% & 26% commission checks.

R - Recognition & Prizes that we receive in Mary Kay. We get recognition for everything that we do and Mary Kay gives us great prizes just for doing our business. Example: Jewelry, China, Clocks etc. (Take your prize brochure that we get from the company and you can show them the prizes.)

S - Self Confidence & Self Growth

F - Fun - We get to have fun with all of our friends and new friends that we meet. (Tell about Seminar or any Mary Kay trips you have been on with your Mary Kay girlfriends.)

C - Cars - We can win cars in Mary Kay - Grand Am , Grand Prix and Cadillacs or we can take the money instead of the car. (If you have the car tell them how exciting it was when you and your family went to pick it up. How you only signed 2 pieces of paper got the keys and then sat in YOUR brand new car. The new smell, the feel of the seats, how proud your family was. Romance it and make them want it.) Who wouldn't want earn the use of a free car?

A - Advantages - By having a home based business we have great tax advantages, and the other advantage is that we get to put God first, Family second and career third. Isn't that great?

B - Be your own BOSS! This is my favorite one. You get to work when you want to work. You are your own BOSS!! You get to enjoy the field trips with your kids, and you get to go on vacation when you want to go. You don't have to work around anyone's schedule.

Remember, let your guest guess first before you tell them the meaning of each letter! This game is a lot of fun and it gets everyone involved!

Use this and let's start building your team. Wouldn't you love to go to the mail box on the 15th of every month and have a commission waiting for you?!!!!